

Our Company[Our Credo Values](#)[Our Management Approach](#)[Our Citizenship](#)[Corporate Governance](#)[Company Structure](#)[Our People & Diversity](#)[Company Publications](#)[Our History](#)

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Our Credo Values

The values that guide our decision making are spelled out in Our Credo. Put simply, Our Credo challenges us to put the needs and well-being of the people we serve *first*.

Robert Wood Johnson, former chairman from 1932 to 1963 and a member of the Company's founding family, crafted Our Credo himself in 1943, just before Johnson & Johnson became a publicly traded company. This was long before anyone ever heard the term "corporate social responsibility." Our Credo is more than just a moral compass. We believe it's a recipe for business success. The fact that Johnson & Johnson is one of only a handful of companies that have flourished through more than a century of change is proof of that.

View the video to learn more about Our Credo and how it lives in the Johnson & Johnson Family of Companies today. Explore its history on our blog, Kilmer House, named for Dr. Frederick Barnett Kilmer, the first scientific director of Johnson & Johnson.

[Our Credo](#)
[Kilmer House](#)
[The Passing of the Torch](#)
[The Laurel Club](#)
[What Was it Like to Work Here 100 Years Ago?](#)

Additional information illustrating Our Credo Values can be found at:

[Our Caring](#)
[Our Stories](#)
[Our Giving](#)
[Our Citizenship](#)
[Protecting the Environment](#)
[Our People & Diversity](#)